

# MANAGEMENT SKILLS



## **Standard:**

Demonstrate an understanding of the fundamental management skills needed in the Hospitality and Tourism Industry

## **Focus Competencies:**

- Apply the procedures in staff planning, recruiting, interviewing, selecting and scheduling of employees
- Understand the principles of orientation, training and education and on-the-job training and retraining
- Apply effective time and work management techniques
- Utilize appropriate methods of purchasing and receiving equipment and supplies
- Utilize appropriate procedures for the care and maintenance of equipment and supplies
- Perform cash handling accounting and financial transactions
- Demonstrate skills and knowledge related to marketing, promoting and publicizing events

## **Expected Student Outcomes:**

- ❖ Demonstrate the knowledge and skills needed for recruiting, interviewing and hiring employees
- ❖ Demonstrate and use workplace ethics and manners
- ❖ Demonstrate effective time management techniques for personal and work use
- ❖ Identify the rules for purchasing and receiving of equipment and supplies
- ❖ Demonstrate the correct procedures for care and maintenance of equipment, tools and supplies
- ❖ Use correct cash handling procedures
- ❖ Demonstrate correct accounting procedures
- ❖ Demonstrate marketing skills related to promoting a business or event



## **Suggested Activities**

### ➤ **Dressing for success**

1. Classroom discussions and demonstration of appropriate workplace clothing, including the use of uniforms.
2. Review various company dress codes.

### ➤ **Role Playing**

1. Manager and unruly customer/employee
2. Ethical situation
3. Proper cash handling
4. Telephone skills
5. Interviews
6. Recruiting a new employee

### ➤ **Etiquette**

1. Phone (cell or desk)
2. Voice mail
3. Taking and leaving messages
4. E-mail
5. General business behaviors

### ➤ **Personal Time Management Assessment**

1. Work vs. Personal hours – maintain a diary of personal time for 3 days. Keep track of how you spend your time, then evaluate. Identify those areas that could be improved and what you would do differently.

### ➤ **Demonstrate how to correctly use industry related equipment, such as a cash register**

### ➤ **Public Speaking**

1. Training session for employees
2. Marketing a product
3. Business meeting

### ➤ **Writing Techniques**

1. Job descriptions
2. Ads
3. Manuals
4. Business forms and letters
5. Promotional materials

### ➤ **Research Skills**

1. Pricing equipment and marketing avenues
2. Best business practices
3. Preliminary marketing plan



## **Suggested Activities (Continued)**

➤ **Analyze a marketing plan**

➤ **Fundraising as a Class Activity**

1. -develop a marketing plan
2. -develop a business budget
3. -inventory control
4. -pricing

➤ **Work-Based Learning Opportunities**

1. Job shadows
2. Site visits
3. Business speakers

➤ **Situational Analysis – Role Playing**

1. Problem solving skills
2. Team Work

➤ **Budgets**

1. Create personal budget
2. Analyze and discuss a business or department budget

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## **Assessments**

- **Class Participation**
- **Oral Presentations**
  - Topic researched
  - Training sessions
  - Demonstrations
- **Written Evaluation**
  - Topic researched paper
  - Marketing plan
  - Training manual
  - Tests
- **Role Playing/Scenario Evaluation**
  - Interview
  - Telephone skills
  - Problem solving skills
- **Homework**

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## **Time**

8-10 hours (16-20)



## **Resources**

### **Organizations:**

Area Businesses

NH Municipal Assoc. Training – customer service, safety and management

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## **Books/Magazines**

Van Zandt, Zark and Bette Ann Buchan. Lessons for Life: Secondary Grades Career Development Activities Library, (1997) The Center for Applied Research in Education. Simon & Shuster. West Nyack, NY.

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## **Guest Speakers**

Material resources managers (budgets, manuals, etc.)

In-school staff

Post-secondary school representatives.

Human resources trainers

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## **Videos**

Southwest Airlines Video – Marketing and Promotion

Journal of Convention & Exhibition Management

Journal of Hospitality & Leisure Marketing

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## **Websites**

Web-based Internet research

Cruise Industry News

Hotel On-Line

Travel Weekly

Club Management

Association Meetings

Hotel and Motel Management

Air Transport World

Special Events Magazine

Journal of Sports Tourism

Business Travel News

Travel Trade Magazine

[www.cruiseindustrynews.com](http://www.cruiseindustrynews.com)

[www.hotel-online.com](http://www.hotel-online.com)

[www.twcrossroads.com](http://www.twcrossroads.com)

[www.clubmgmt.com](http://www.clubmgmt.com)

[www.meetingsnet.com](http://www.meetingsnet.com)

[www.hmmnews.com](http://www.hmmnews.com)

[www.atwonline.com](http://www.atwonline.com)

[www.specialevents.com](http://www.specialevents.com)

[www.sptourism.net](http://www.sptourism.net)

[www.btonline.com](http://www.btonline.com)

[www.traveltrade.com](http://www.traveltrade.com)



## **Software**

Bookkeeping/Accounting simulation

Programs in:

Accounting

Publishing

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## **Field Experiences**

Site visits

Job Shadows

Conduct Interviews

Internships

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